

In the Claims:

1. (Canceled)

2. (Currently Amended) A method comprising:

presenting a digitally watermarked object to a digital watermark reader device at a first location, and triggering a first response thereby;

presenting the object to a digital watermark reader device at a second location, and triggering a second, different, response thereby;

wherein at least one of said responses comprises the issuance of a coupon.

3. (Withdrawn)

4. (Canceled)

5. (Previously Presented) A method comprising:

presenting a digitally watermarked object to a reader device at a first location, decoding information from the watermark, and triggering a first response thereto; and

presenting the object to a reader device at a second location, decoding information from the watermark, and triggering a second, different, response thereto.

6. (Previously Presented) The method of claim 5 wherein at least one of said responses comprises the issuance of a coupon.

7. (Previously Presented) The method of claim 5 wherein the digitally watermarked object comprises a coffee cup, or a jacket for a coffee cup.